PostFinance ➕

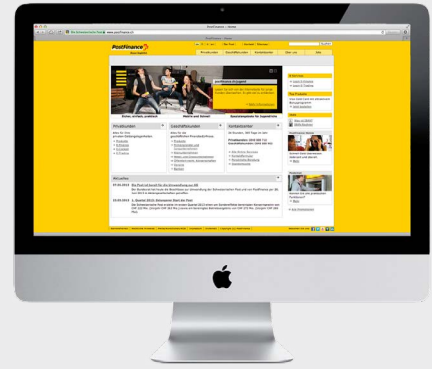# is committed to providing the *best possible online experience* to its *4.5 million customers,* that's why they chose Backbase

Meet PostFinance

Since it was founded in 1906, PostFinance has come to be recognized to be the most innovative and customer-focused financial institution in Switzerland. Today it is the country's 5th largest financial institution with over CHF 100 billion (Approx. USD 106 billion) in customer assets and more than 4.5 million customers. Almost 1.5 million PostFinance customers conduct all of their financial matters online.

Their story

Post Finance has a history of being forward thinking. They were one of the first to see the benefits of ATM's. PostFinance began as a 'post and girocheque service' in the early 20th century and through constant innovation they have grown into a fully-fledged retail financial institution that will become publically registered in June of 2013. To meet their customer's changing online needs and expectations, PostFinance wanted to deliver a seamless online banking experience that was rich, responsive, and would empower their customers to take control of their finances. They also wanted to ensure that customers would be able to access their accounts anytime, anywhere, on the device of their choice.

The new **PostFinance** online experience

Behind the scenes PostFinance has been completely transformed, their production cycle, from concept to real, ready-to-be-used apps for their customers, has been drastically reduced from roughly 1.5 years to a matter of months. They are now able to improve the experience of their customers by adding new functionalities without causing any disruption as they continue to experiment with the new tools at their disposal. Since Backbase Portal was implemented, new customer features include:

A fully customizable internet banking dashboard, providing an overview of accounts and personalization capabilities.
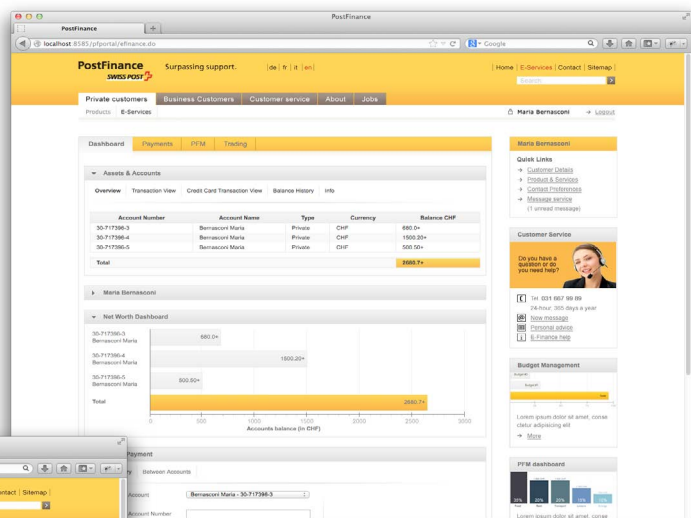
Integrated Portfolio Management and trading tools.
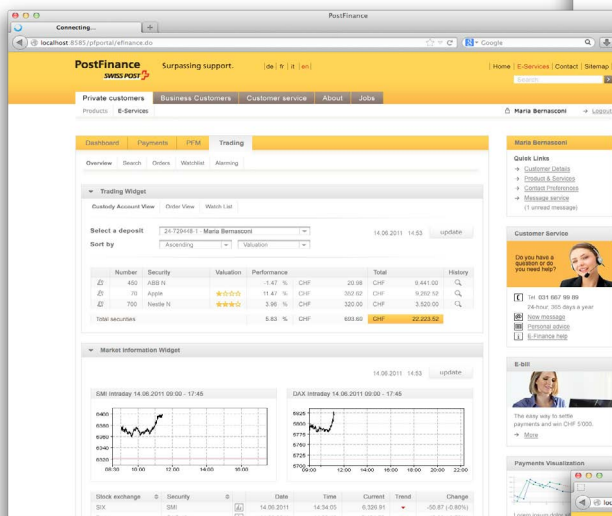
Integrated Personal Finance Management (PFM) tools that provide insight, control, and education to their customers by helping them create personalized budgets, see spending patterns, and receive alerts.
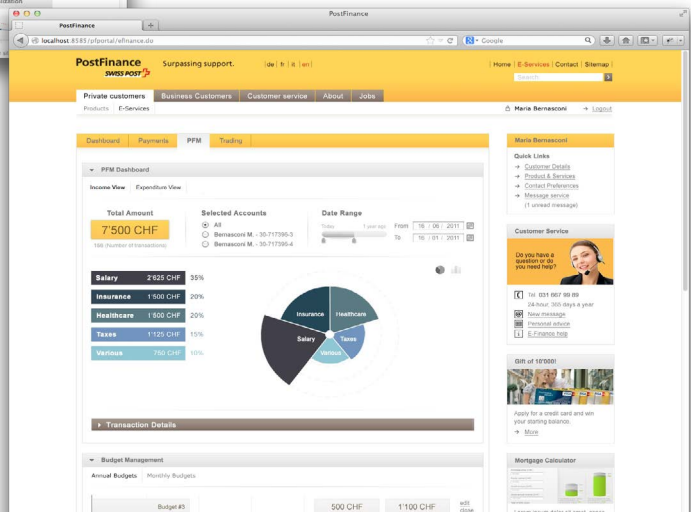
The challenge

In 2010 PostFinance recognized that their existing online banking platform, based on IBM WebSphere, was not capable of delivering the kind of flexible, customizable experience they wanted to give their customers. They were looking for an agile solution that would give them the freedom to incorporate new functionalities from different vendors and to continue to innovate online. Customer experience was, and is, very important to PostFinance and they were adamant that providing easy to use financial management tools, responsive design across multiple devices, and a personalizable account profile were essential features.

PostFinance began exploring the different solutions available. They considered Day CQ5 (now owned by Adobe), Convertigo, WSO2, IBM's latest portal offering, WebSphere, and Backbase. Ultimately, Backbase was selected because of the Backbase Portal's maturity, their lean development process, the flexibility and light-weight of the modular framework, and the fact that Backbase Portal did not force a complete redesign of PostFinance's existing IT solution. Most importantly, Backbase could deliver a far faster time-to-market, making it possible for PostFinance to go live with their new internet banking platform in months instead of years.

How Backbase helped PostFinance achieve their business goals

Backbase and PostFinance sat down to create a plan that would enable them to implement Backbase Portal with a minimal amount of disruption to customers. Together it was decided that a multi-step approach was the most efficient and effective way to proceed. Throughout the multi-stage plan, Backbase engineers worked closely with the PostFinance IT team, providing support during the entire implementation process. The new internet banking platform was implemented on time and on budget, with zero disruption to customers, making it one of PostFinance's most successful IT projects to date.

"As an architect, I fell in love with the **agility** and the **simplicity** Backbase provides. I'm truly in control; I can work directly with my e-business and **digital marketing** counterparts to optimize the platform."

"At PostFinance we have the ambition to be the most innovative bank in our region. Our vision is focused on User Experience, Mobile and Personizaliation. Backbase Portal is the only platform that has the same vision and ambitions and truly delivers in these areas. Backbase understands what Bank 2.0 means and what banks need to do to be able to compete in the Era of Engagement Banking.

As an architect, I fell in love with the agility and the simplicity Backbase provides. I'm truly in control; I can work directly with my e-business and digital marketing counterparts to optimize the platform. But above all: we were able to do in months what in the past, with a traditional vendor, would have taken us years.

Collaboration on design and implementation with Backbase worked very well. The involvement of Backbase consultancy was planned ahead of time according to our project lifecycle. The scheduling of periodic visits of Backbase engineers ensured that we were able to address issues in time.

The solution enables a much more agile product development and release cycle."

- Eric Mueller, Lead Architect

What PostFinance **customers** think

*The immediate customer reaction to PostFinance new Bank 2.0
experience was incredibly positive with large numbers immediately opting
to switch from the old platform. Today, millions of their customers have
switched to the online banking platform. And a recent customer satisfaction
survey done by PostFinance shows that the number one scoring point with
customers is PostFinance's Online and Mobile Platform.*

The **next** chapter...

Backbase will continue to work closely with PostFinance to help them continuously improve their online
platform, expanding their capabilities with more digital marketing and sales capabilities, and helping them
to take the next steps to create a truly omni-channel banking experience.

About Backbase

Backbase delivers portal software that provides a new, user experience layer on top of underlying infrastructure and IT systems. It gives companies the opportunity to create interactions that link customers to relevant information and applications to fit their needs and preferences. With its modern, widget-based architecture Backbase Portal provides the flexibility and speed to create modern portals that truly empower the customer.

Unlike most traditional IT portal vendors, Backbase has created a contemporary, business-driven portal solution that makes portal management easy for e-business professionals. This means faster time to market and more flexibility to optimize online channels with less IT support.

The unique Backbase approach enables organizations to drive self-service, fuel online revenues and turn their online channel into a true Customer Experience Platform. Global companies such as ABN Amro, AIG, Al Rajhi Bank, Costco, GE, Barclays, ING, KPN, Motorola, ViaWest and Visa have improved their online customer interactions and maximized online customer experience, retention and conversion, by leveraging Backbase Portal.

Backbase was founded in 2003 and is privately funded with operations in New York, Amsterdam and Singapore.

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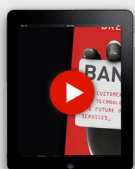
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